

# Museum Marketing Trends And Its Impact On Economic Development And The General Cultural Tourism

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## ARTICLE INFO

## ABSTRACT

museum marketing is going through a campaign of transformations from images to television advertising and social media, and even advertisements in newspapers and advertisements for workshops, seminars and conferences, as every media means has the ability to increase or decrease the persuasion of the public. The best advertising method that occurs is the continuation of activities, the development of programs, and the museum's connection with all activities adjacent to it, using all means of mass communication and working to take opinion polls conducted by media and research centers.

**Keywords:** Marketing, Museum, advertisement, transformations, communication

## Introduction

Museum marketing is based on increasing social awareness of the importance of cultural heritage and the nation's legacies, antiquities, and creative works, regardless of their references and sources. The museum represents a state of dazzle and amazement for the recipient as he wanders between its walls and spaces. Through museums, people learn about the past of nations, what harmed them, and the diversity of different styles, time and place. Thus, the importance of studying trends in museum marketing for models, periodicals and publications that show the present of nations and provide an impetus towards revitalizing the cultural context is reflected in economic development and increasing awareness of museum marketing within the framework of society. Accordingly, the research begins with the following questions:

1. How to develop museum marketing and demonstrate a role in revitalizing the economic and cultural aspects.
2. Mechanisms followed by workers in the regions in order to increase social awareness of the role of museums in the cultural arena.

Research goal:

To identify the concepts of museum marketing within the mechanisms of cultural tourism activation

## Definition of terms:

It is the creation of content that is of value to customers and the marketing of it to create a positive mental image of technology. It includes various promotional marketing publications and is considered a strategy and works to expand the mixture.<sup>1)</sup>

The museum is an educational, entertainment and cultural institution that works to serve the community. The museum has functions for everyone. Preserving, displaying and preserving human heritage works to increase aesthetic awareness and provide luxury, visual enjoyment and information<sup>2)</sup>.



### **Procedural definition of museum marketing:**

It is a set of promotional and marketing activities and events with the intention of creating a positive mental image of the museum space. Museum marketing is linked to print advertising, periodicals, newspapers, television advertising, social media networks, holding workshops and conferences, holding scientific model making courses and production workshops. All of these activities are a supplement to museum marketing.

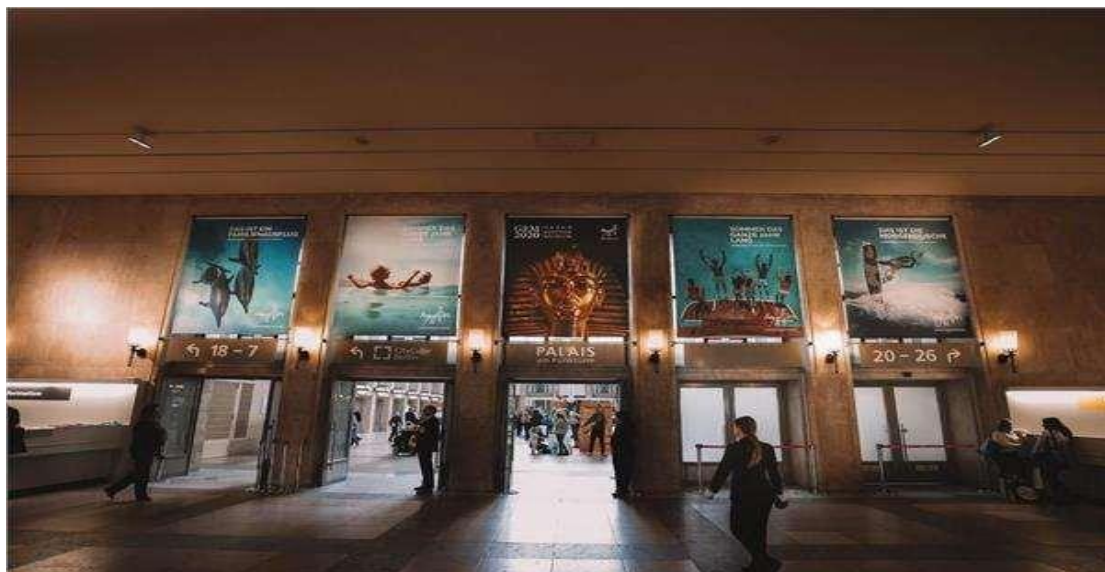
## **Chapter Two**

### **Theoretical framework**

#### **The first topic**

#### **Museum marketing between advertising and visual impact**

The global regions are concerned with the media aspect of their topics and their programs on a regular and continuous basis and always make themselves the center of attention, presenting their exhibits, works, and documents in an aesthetically impressive manner. Therefore, the advertising aspect of the regions constitutes an effort and great importance that requires it to be an activity that includes the entire museum for the sake of influence by shaping positions and expanding the mutual influence between the museum and the visiting public, these media means include photos, videos, news, social networking sites. The repetition of museum activities, allowed the public to respond and interact, and then field visits and the museum gained its good reputation in visual presentation (3).



Thus, museum marketing is going through a campaign of transformations from images to television advertising and social media, and even advertisements in newspapers and advertisements for workshops, seminars and conferences, as every media means has the ability to increase or decrease the persuasion of the public. The best advertising method that occurs is the continuation of activities, the development of programs, and the museum's connection with all activities adjacent to it, using all means of mass

communication and working to take opinion polls conducted by media and research centers (4). Thus the museum marketing media takes social networking sites and uses their advertising blocks to increase awareness among the public to support the state of promotion and visual influence in creating the element of attraction, excitement, and interest.) 5(

International museums interacted with museum marketing techniques and worked to establish marketing units in a scientific manner that adopts a strategy and approach to work to attract visitors. Visual advertising was activated, the general climate was monitored, social events were accommodated, and the museum space was linked to the political and cultural changes taking place therein . We find museums that hold conferences and activities on the climate crisis ( Figure 1, 2 and 3) Or art exhibitions about refugees that present works from civilizations and cultures that accommodate the topics?



It is to link the past with the present, and therefore the regions began to present their advertisements in airports and major streets in order to alert visitors and excite them to visit them, and the regions constitute a state of expression of public opinion through the circulation of cultures in a positive manner. Marketing is that activity or group of activities that aims to organize an advertising image in the mind of the recipient, figures ( 4, 5 and 6) motivate him to visit the place through means of communication and interaction with awareness of the event and the advertisement itself.)6(





Museums have worked to compete with other museum institutions in order to market and advertise their expenses and libraries to visitors by (building a bridge of trust between the museum and the visitor, consolidating and improving communication and interaction with target audiences, and activating strategic marketing plans that help grow and achieve more advertising follow-up and communication with the public within virtual spaces for access to largest possible number of visitors ( 6) (Figure 7,8,9).

The media is considered one of the most important means of reaching the regions, knowing their geographical location, and information about the exhibits of the museum with all its specializations. Today, the museum contribute to the formation of public opinion, and with the emergence of electronic media, it has become easy to obtain information about the exhibits, a list, and the treasures and antiquities contained in each museum. Museums are considered cultural institutions and Archives that form the basis for the public's awareness of historical and social transformations through artistic and historical collections and scientific models, and the way they are organized allows them to examine them, enjoy watching them, and maintain a mental image of each stage (7)

For the advancement of the museum marketing, the advertising activities, and marketing models are reproduced from the original, creating influential advertising content, marketing within blogs that publish video and photos, and investing in producing distinctive content, in addition to mobile advertising related to the museum product, includes two types of advertising, the first one targets researchers, scholars, and university students, and public advertising targets the general public and their social classes. Museums are institutions that contribute to the development and service of society, the preservation of material heritage, oral documentation, and a strong entry into scientific museums. Therefore, museum administrations are partners in the continuity and sustainability of cultural practices and encourage them with the participation of those concerned on the ground and provide appropriate solutions .

### **The second topic**

#### **The role of museums in stimulating cultural tourism**

Museums, in their general system, assume the mission of revitalizing the cultural awareness of the nation, working to document all historical stages, and establishing a space concerned with circulation and the visual impact on the visitor. Therefore, museum administrations work to include visitors within their general advertisement and the element of museum marketing that influences the aesthetic awareness of the public, as museum marketing is closely linked to advertising and its ability to leading business and conducting promotional activities to reach target customers and communicate with them via museum advertising within walls, subways, trains and airports, or online advertising, which in turn focuses on social networking sites. The benefit of marketing advertising for museums lies in tracking users' demographic and cultural information and targeting them effectively (8) . Therefore, cultural tourism works to activate the economic aspect, not by adopting the foundations of influence on the psychological aspect, and making the museum a space of luxury for the visitor. With the idea of marketing, museums are classified into several classifications, including art museums that include collections of paintings, statues, and human creations, such as the Louvre Museum, the Art Museum in Germany, the Baghdad Museum of Fine Arts, and a heritage museum that contains the most important products of social organization and the legacy of the place, scientific museums, and natural history museums. Science museums and the Washington Air and Space Museum, and all of these classifications require some kind of advertising in museum marketing (9).



Museums have an influential role in cultural tourism because countries of the world are known for their museums, such as Paris, the Louvre Museum, Egypt, museums concerned with the cultural history of the Pharaohs, or Iraq, where the museum includes and contains the most important products of Sumerian, Assyrian, or Syrian creativity, the innovations of Islamic history, and the diversity of mosques and architectural styles, which in themselves are an open-air museum. Thus, regions have an influential role in attracting visitors to countries and places and achieving a state of economic growth for tourism. The museum is a cultural, social and economic institution. Therefore, many countries have set out to establish new museums, such as the Abu Dhabi Museum, the Qatar Museum of Arts, or the museums of Kuwait. Thus, museums are an element of attraction and advertising about the civilization of nations and their economic satisfaction (10). The idea of museum promotion and marketing only demonstrates the extent of the effectiveness of the nation and culture in directing opinion and influencing visitors and all foreign tourists, and achieves (the motives related to its culture and interest in artistic and scientific production with the cultural pluralism that we find in the spaces of international museums, where civilizations and cultures from different places meet. The world and museums are working to organize initiatives in this regard.

### Chapter Three

#### The museum and production workshops for models

The researcher worked on museum marketing within the halls and workshop of the Natural History Museum of the University of Baghdad, where he presented a group of activities within the paper advertisement for the activities and made paper designs within the space, walls, and spaces of the places adjacent to the museum with the intention of increasing the number of visitors. He worked to activate his page on social networking sites with the idea of advertising lectures and artistic workshops to make scientific models for the Natural History Museum, such as the model of the ponds and marshes, as well as a group of bees or worms (Figures 1, 2, 3 and 4) .

Then he held a workshop to plan and study the methods of taxidermy for birds and to make models in a scientific and thoughtful manner and how to treat the movement of birds and make them more realistic. The workshop included a group of students within the production workshop of the Natural History Museum (Figures 5, 6 and 7)

The idea of museum marketing is concerned with making the place of presentation and the museum space contain and include a state of communication between the visitor and the scientific model.

The researcher presented the production workshop to make models that are copies of scientific models or that are part of the early education curricula and advanced stages in medical sciences, engineering, and construction. Therefore, the researcher worked on making models that will be marketed from the model of the heart, the human body, or the organs of the human body, such as the heart, kidneys, intestines, and a model of the skeleton , bone (Figures 8 and 9). Technology and templates were used to make antiquities within the scope of the various civilizations of Iraq or countries of the world, or decorations from the Islamic heritage, all of these models increase museum marketing and multiply sources to stimulate internal and external cultural tourism, attract visitors, and contribute to maintaining and increasing public awareness of cultural heritage (Figures 10, 11).



Thus, the researcher has created models of Iraqi heritage and cultural diversity, from the city's environment to the marshes and the city of Rawah, and scientific models of the volcano, the life of bees, the beehive, and the shark model. These three-dimensional models work to increase museum marketing within the framework of a scientific study concerned with increasing the advertising content of the Baghdad Natural History Museum with the intention of stimulating cultural awareness and enhancing the tourism field.

## Chapter Four

### Results and conclusions

1. Museum marketing works to stimulate cultural tourism, through the element of attracting audiences from different places, social classes, and cultural elites. Museums are a space that accommodates all cultures, regardless of their social references. It is a state of openness to different times within the space of visual display.
2. Museums today are characterized by being institutions for preserving human heritage and creativity. They play an economic role in introducing nations and are a means of advertising them.
3. Museum marketing is concerned with the image, advertising, and its aesthetics. The advertising image, whether in print or electronic form, is an entry window into the museum space.
4. Museum marketing represents a diversity of outputs, from television advertising to virtual reality, all of which are of great importance in cultural tourism.
5. Museum marketing today is concerned with the image of live broadcast and increasing the visual advertising over the written, as the world's culture has become an advertising image.
6. Scientific models and models reproduced from the original work to increase awareness of the museum and are an element of attraction for the visitor, as they are a moving advertisement in the space of the place.
7. Digital technology was used to produce museum models, activate the role of virtual reality in global regions, and increase the production of mobile and visual advertising content within social media spaces.
8. Museum marketing relied on museum departments that care about archiving and preservation, and then formulate extremely beautiful advertisements that express events, subjects, and workshops?? Within the spaces and corridors of the museum.

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